

October 2004

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Did you know that North Dakota got .83 trips for every dollar North Dakota Tourism Division spent in promotional advertising last year? And that the number blew away the national average, which was .73 trips.

And did you know that last year our media campaign brought \$63.2 million into the state?

These numbers

were discussed, along with the release of the 2005 media buy and cooperative plan.

At the meeting, held at the North Dakota Tourism offices in Bismarck, tourism representatives heard the latest good news on tourism growth in

North Dakota. They

also were presented with various partnership opportunities for the upcoming media buy.

"We think our 2005 campaign is even more targeted to drive results and put people in your town, hotel and attraction," Tourism Division Director Sara Otte Coleman said.

North Dakota Tourism has budgeted \$1,211,151 for advertising placement in 2005

The emphasis again this year will be on a combination of broadcast and cable television spots, print advertising and online marketing in the United States. In Canada, we will use a mix of radio, print advertising and newspaper inserts. In North Dakota, Tourism will focus on print advertising through a partnership with North Dakota Newspaper Association, as well as advertising part-



Tourism Director Sara Otte Coleman discusses the state's promotional merchandise during the 2005 media strategy and partnership programs presentations..



ners North Dakota Living and Horizon magazines.

The media plan is spread out to take advantage of year-round opportunities.

Those interested in cooperative opportunities with North Dakota Tourism will be featured in various regional and national publications, with potential exposure to millions of readers.

For a copy of the 2005 media plan and partnership opportunities, please call North Dakota Tourism at 800-435-5663. ●

Signature event on horizon

Years of preparations are coming to a head, as the state prepares for its first of two National Lewis and Clark Bicentennial Signature Events,

The Circle of Cultures, A Time of Renewal and Exchange, is slated for Oct. 22-31 at the University of Mary in Bismarck.

The Corps of Discovery II exhibition also will be held at that time. Its central feature is the "Tent of Many Voices," a 150-seat auditorium that serves as a venue for cultural arts demonstrations, folklore, music, living history presentations, readings from the expedition journals and more

The second signature event in North Dakota, Reunion at the Home of Sakakawea, is Aug. 17-20, 2006, in New Town. ●

Photo contest winners named

More than 300 photos from 65 photographers were entered in the 2004 North Dakota Governor's Photo Contest, which kicked off in May. Nine photos were selected as winners and will be featured in North Dakota Tourism's marketing materials. Each photographer received a \$100 cash prize for each photo selected.

"The talent of amateur photographers in North Dakota is outstanding," Gov. John Hoeven said. "We are marketing North Dakota more aggressively and partnering with local photographers to help us showcase our state's advantages and natural beauty."

Tourism Director Sara Otte Coleman said photographs were judged on the ability to showcase North Dakota as a legendary destination in each category: Outdoor adventure and activities, attractions, people, events and scenery.

"This gives the Tourism Division another source of excellent photography to showcase our great state in our travel guide and on the Tourism Division's Web site," Coleman said.

Photographers and their winning entries are on Page 3.

What's new ...



RANSOM RAMBLE: In a ride similar to the CANDISC event, the inaugural "Ransom Ramble" bicycle ride was held September 17-19. Sixty-five riders from seven states biked the 125-plus miles on the highways, byways and backroads of Ransom County. Starting at Lisbon, the cyclists enjoyed the scenery along the Sheyenne River Valley National Scenic Byway, eventually making their way through Enderlin, Fort Ransom State Park, Sheldon and McLeod.

THE ENCOUNTER: Clay Jenkinson, nationally renowned Lewis & Clark scholar and historian has prepared the script for a unique interpretation of the Lewis & Clark Expedition. "The Encounter," a Lewis and Clark theatrical event, will fuse European and American Indian art forms and illustrate the impact the Corps of Discovery had on the American Indian cultures of mid and northwestern America. The Encounter will be performed at Bismarck's Belle Mehus City Auditorium on October 27 and October 29 at 7:30 p.m., and October 31 at 2:30 p.m. Tickets are \$10 by ordering on line at www.circleofcultures.com or \$12 at Northern Plains Ballet.

TOURISM CONFERENCES: The annual tourism conference will be moved to the third or fourth week in April beginning in 2006. Upcoming events:

2005: Bismarck, Feb. 27-March 1, Doublewood Inn.

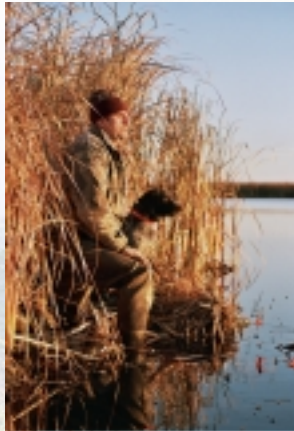
2006: Minot, April 30-May 2.

2007: Grand Forks, April 29-May 1.

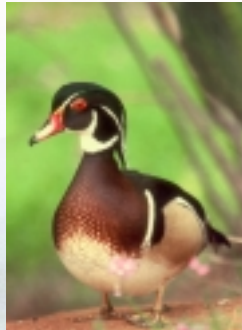
Because we will no longer be holding the conference during the legislative sessions, NDACVB will plan and sponsor a themed, fun evening for the legislators early in each session. We also will partner with NDACVB, TAP and the North Dakota Hospitality Association to host Tourism Day at the capitol January 28, 2005. Activities begin January 27, 2005, with an event being planned at Minerva's at the Kelly Inn. ●

2004 Governor's Photo Contest winners

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1. Outdoor adventure: On the Lookout

Lisa Swenson, Cando

2. Outdoor adventure: Male Wood Duck

Bill Kingsbury, Grafton

3. Attractions: Fort Abercrombie, Gateway to the West
Duane Strand, Wahpeton

4. Attractions: Roger Maris Museum

Taralynn Harri, Fargo

5. People: Winter Fun
Duane Strand, Wahpeton

6. Event: Grassdancer at New Town Powwow

Betty Hulse, Vermillion, SD

7. Scenery: River View, J. Clark Salyer National Wildlife Refuge
Tiffany Calavera, Minot

8. Scenery: River of Green, Turtle River State Park

Carolyn J. Kueber, Aneta

9. Scenery: Sunflowers and Country Church

Lisa Swenson, Cando

Media FAMs helping spread the word

An MSNBC team that traveled along the Missouri River in North Dakota was just one of many recent FAM groups to get a look at North Dakota.

North Dakota Tourism has been very active in presenting our great offerings to visiting media.



FAM participants become cowhands on a media trip through North Dakota.

Michael DiGregorio of "Shape" magazine hit the Maah Daah Hey Trail; Dan Bergman of the Nordic golf magazine "Golftidningen" and Henrik Ekblad, freelance for "Golf Digest," teed it up along the Lewis and Clark Golf Trail; and Alan Wilkenson of "American Cowboy" and Fred Eckert of

Copley News Service took on the Lewis and Clark Trail. The MSNBC Web site features a Great Escapes series entitled "Fording the Might Mo, The Great Missouri River Hybrid Expedition."

The series took a group of journalists and photographers from the headwaters of the Missouri River near Yellowstone National Park down to the St. Louis area, where the Missouri River enters the Mississippi River.

The report, complete with several multimedia presentations, can be found at www.msnbc.msn.com/id/5889724/.

FAMs are a great way to present your offerings to media that often tour the state with staff members from North Dakota Tourism. If you want to take part in future FAMs, call us at 800-435-5663. ●

Matching grant programs

North Dakota Tourism recently awarded 16 matching grants to tourism-related events and programs in the state.

Events receiving grants:

- North Dakota Museum of Art (Rivers, Edens and Empires: Lewis and Clark)
- Grand Cities Art Fest
- Jamestown Cultural Festival
- Hazen Praise on the Prairie, Drag Races, Corps II
- Lewis and Clark at the Confluence
- Spirit of the West
- Scandinavian Hjemkomst.

Programs receiving marketing grants:

- Lewis and Clark Golf Trail
- Knife River Ranch Vacations
- Killdeer Mountains-Four Bears Scenic Highway
- Lake Sakakawea/Sakakawea South Shore
- Birding Drives Dakota
- Wishek (brochure)
- Dakota Cyclery
- Turtle Mountain Tourism. ●

WHERE'S SCOOTER?

Farm of a different kind

Jill Bredahl of Valley City correctly placed Fred Walker and his car troubles last month on West River Road near Medora. Thus she will receive a Legendary sweatshirt. This month, I've made my way to a farm that's a perfect fit for Mother Nature and her steady breezes. Where am I? Please E-mail your answers to jpursley@state.nd.us by October 25. In the event of a tie, a drawing will be held to determine who receives the Legendary or Lewis & Clark item. Be sure to include your name, address and phone number so I can contact you if you are the winner. ●



Joy Power photo

It's a good thing for North Dakotans that Mother Nature is a blowhard.